

Area Committee 3Q (July) 2022 Report - Public Information

Name: Karen S. (she/her)
Position: Public Information Chair Area 72
District No.: 17
Date: June 24, 2022

Accomplishments from the past quarter

Gratefully recovering one day-at-a-time. Thank you for your support & prayers!

Special thanks and gratitude for Districts 4, 9, 10, 11, 14, 21, 22, 25, 29, 33, 34, 39, 40, 41, 43, 44, 45, and 54 for providing valuable feedback for Geene on important GSC Public Information agenda items.

The Public Information Committee members faced and rose above another challenge this quarter – assessing and suggesting changes in how we review data and carry the A.A. message to the general public, in 2022 and beyond. The 72nd GSC agenda included several important Public Information items – several for the first time – that are important to all A.A. members. To name a few: *the new A.A. Comprehensive Media Plan, Public Service Announcements for traditional & social media, new YouTube postings, the new A.A. Podcast Plan, Google Ad Performance, measuring/managing data for social media and aa.org website, managing/updating the Meeting Guide App, revising P-40, “Speaking at Non-A.A. Meetings,” the new A.A. Press Kit Plan, and suggestions for a new A.A. Membership Survey (the last membership survey was in 2014)*. I worked with our Area Webmaster and created two PI pre-conference events for April 4 and 6 and the 188 pages of GSC Public Information items and our Delegate’s 13 pages of questions were posted on the events pages of the A72 website. In addition, these documents were emailed to all District Public Information chairs and DCMs/Alt DCMs (March 21 and April 3), and included in my PI oral report at the in-person April quarterly and in the written April Area PI Report posted on the A72 website. Public Information Committee chairs, representatives and DCMs participated in one of three virtual PI pre-conference discussion meetings on April 4, 6 and 13. Several DCMs/districts called and/or sent emails with comments to me. In a nine-page memo to our Delegate Geene, I summarized the feedback from the three virtual discussions and emails/calls from PI reps, PI chairs, DCMs and GSRs. Contact pi@area72aa.org for a copy of the committee’s memo.

Facilitated an informative and energetic virtual **Public Information Spring Quarterly on May 14th** from 1:00 – 4:00 pm. Thanks to District 45 and Joyce, DCM45 for hosting and providing technical support. We further advanced my goals of ensuring subsequent rotations have the tools and PI contacts for them to carry the A.A. message without missing a beat, and incorporating feedback in the 2017 inventory, 2018 communications audit and recent General Service Conferences into our service work. We expanded our skills and resources for committee members to carry the A.A. message digitally. Two experienced guest speakers presented: (1) James C. (Area 72 Webmaster) spoke on the upcoming **N.A.A.T.W. (National A.A. Technology Workshop)**. A72 is hosting the hybrid NAATW in Tukwila on September 9-11, 2022. Registration is \$25-75: <https://naatw.org/2022-naatw-workshop/#register>. Online and in-person volunteers are needed: <https://naatw.org/2022-naatw-workshop/#volunteer>. (2) Mike F. (Long Island, NY) shared the six-year history and purpose of the **T.I.A.A. (Technology in A.A.)**

Online Community) and taught members how to sign up for this marvelous resource. TIAA is for all A.A. members. It is not for tech experts. It is about enabling A.A. members with a smart phone, laptop, Kindle, i-pad to connect with other A.A. members outside their group, district and area and ask and answer questions and share their experience, strength and hope with many topics. There is a PI/CPC group in TIAA. TIAA is a moderated platform and has been run by volunteers for years and moved to a new managed hosting platform as of 6.15.22. The website is: <https://ttaa-forum.org/>. The TIAA Forum provides usage guidance for new members and there is also a FAQ: <https://discourse.ttaa-forum.org/faq>. *To request an invitation to participate* in this online community, sign up here: <https://ttaa-forum.org/invite-request/> or email: info@ttaa-forum.org. Districts were asked to submit their reports in writing to be included in the quarterly minutes. Thank you, James and Mike F.!

We continue to meet virtually twice monthly for **Public Information Literature Studies** - on the first Monday (unless it is a holiday, then it is second Monday) and the second Wednesday of each month. The events and links are posted on the A72 Events calendar. In April we discussed the many PI items on the General Service Conference 2022 agenda, in May districts shared upcoming outside events, booths, parades and presentations and sought PI volunteers. In June we reviewed three key pieces of A.A. literature, to ensure folks are prepared to carry the message to the general public as we carefully venture face-to-face. **Upcoming PI study sessions are July 11 & 14, Aug 1 & 10 and Sept 12 & 14.**

The 2022 conference survey results are in and A.A. members want an annual CPC and PI conference! Our first 2022 **North American CPC/PI Conference** is set to become an annual event! GSO and GSB participation will continue. In case you missed it - my written report of the 2022 North American CPC/PI Conference is on the A72 website, under Area Business, April 2022, Resources and in the A72 May Newsletter. I participated in the first planning committee meeting for the 2023 North American CPC/PI Conference. We welcome PI and CPC volunteers.

Participated in the May 15th **Web Steering Committee Meeting** and we affirmed the need for us to create an "Anonymity and Social Media" or "Anonymity and Social Media" workshop within Area 72. We would also like the opportunity to hold a session on Friday night at the 2022 Assembly.

Attended the **Puget Sound South Public Information Committee** (Districts 9, 10, 29, 43, 44, 45 and 54) meeting on April 7th and May 5th.

Attended the May 4 Concept Study hosted by Crystal to hear Maryland (Area Archivist) present **Area 72's history**, beginning in 1939. She walked us through Area 72's first ten delegates and the beginning of the area's committee structure! The first committee was formed in 1941. Its name was Public Relations with a State Public Relations Chair; in 1966 the committee's name was changed to Public Information (PI). In 1963 other committees were created: Hospitals & Institutions, Grapevine, Finance, and Newsletter. In 1977: Corrections & Treatment. In 1988 Cooperation with Professional Community (CPC) was created (after unsuccessful attempts in 1974, 1983, 1985 & 1986). 2003: Grapevine & Literature. 2004: Accessibility. 2012: Archives & Web. 2017: Language. 2019: Young People. (Yep, Public Information is the oldest committee in Area 72!)

Participated in the April 9th and May 14th **National Public Information Work Group**. Shared Area 72's Public Information's memo on the 72nd GSC PI agenda items and Geene's memo on the Conference.

Responded to a North American request for help presenting the A.A. message of recovery to an academic institution in California. I learned that several years ago, academia asked A.A. to leave because of sharing drunkalogs rather than the A.A. message of recovery. Several CA areas said they did not have the bandwidth to take on the new project of creating and delivering a PI presentation for the first time in many years. I agreed to help and worked with Harbor Area CSO's PI chair Debbie and co-wrote and a PowerPoint and Script in three weeks' time. I served as the panel moderator and slide operator during the 2.5-hour hybrid presentation to **Pepperdine University** students on May 9th. This is an excellent PI presentation and script that districts can use in middle and high schools and colleges!

Presented what the PI committee does at a District 25's virtual district meeting on April 16. Declined an invitation to District 54's in-person May 21 district meeting due to upcoming PCR test and surgery.

Assisted Districts 9, 10, and 45 in revising PowerPoint presentation and script for their annual trainings for A.A. volunteers to work in the A.A. booth at the 2022 Washington State Fair. Kudos to Jim J, Jim L and Parker for organizing the annual **Speaking at Non-A.A. Functions & Anonymity Workshops!** About 30 people attended the June 18 hybrid Workshop. I spoke on anonymity and compiled A.A. resources on anonymity for the event – if you want a copy, contact pi@area72aa.org. Attending a training once every two years is required to participate in the Washington State Fair. In case you missed the June 18 training, the next two trainings are July 28 and August 21. All A.A.'s welcome!

Attended my first **PNC** on June 24 and 25, which literally wore me out. Sharing one experience I had: "Phenomenal, informative and historic presentation by Hispanic groups and MCDs in A72, A92, A58 and A18. Grateful for Lisa's inclusive work as A72 Language Chair and Maryland's work as A72 Archivist and serendipitous connection at the 2022 BLA, in making this historic event possible. Special thanks to Ramiro M. , Javier F. , Fermin D., Ramone A., and Claudia...and most importantly the >230 Hispanic speaking groups in the four areas that comprise PNC, for speaking the Language of the Heart and carrying the A.A. message. I am grateful for each and every one of you. Thank you. ❤️"

Attended the **Delegate report back** of the 72nd General Service Conference on June 5th.

"Safety in A.A.: Our Common Welfare" (SMF-209) was reissued April 2022, after being "under revision" for four months. I am looking for some people who are interested in comparing the 2017, 2021 and 2022 versions of SMF-209 so that PI folks can share the changes as safety issues arise in groups. The 2022 version is: https://www.aa.org/sites/default/files/literature/smf-209_en_0422_0.pdf

As part of the May PI Quarterly some District PI committees submitted written reports that they have reached to several institutions in their districts over the last three months, including but not limited to: local libraries, police stations, fire stations, senior centers, community centers, congregations, community fairs, preparing for the State Fair, conferences, municipal human services, county public health, detox centers, hospitals, jails, middle schools, high schools, community colleges, undergraduate classes, faith leaders, homeless service providers, Salvation Army, hotels, motels, transit and providing training for A.A. members and groups.

Learned why we are supposed to use "A.A." and not "AA." "A.A." is Alcoholics Anonymous. Whereas "AA" is American Airlines.

Problems or issues you are facing or have already dealt with:

Continue Public Information webpage revision discussions and draft proposal.

Orientating new committee chairs who rotate in during the second half of the rotation. It is suggested that people complete this form: <https://area72aa.org/district-trusted-servant-update-form/> to help with this and to receive the PI kit and Area 72 monthly newsletter.

Beginning to create a transition document and files for my replacement, and to complete by year-end.

Facing unknown health issues and recovering from invasive procedures. Physical lifting limitations, typing is difficult, and wear out easily. Unresolved health issues are emotionally stressful. Lack of patience is a shortcoming that I have and I need to practice patience and acceptance with myself.

Some goals you hope to achieve or begin work on in the next quarter:

Continue to expand A72 district participation in the **National Public Information Work Group on 2nd Saturdays, 9-11 am**. Meeting ID: 878-0311-3474 & Passcode: 411

Support upcoming **PI study sessions July 11 & 14, Aug 1 & 10 and Sept 12 & 14**.

1st/2nd Mondays of the Month at 7:15 pm: Meeting ID: **895 5492 9995** Passcode: **PublicInfo**

2nd Wednesday of the Month at 7:00 pm: Meeting ID: **824 6136 0573** Passcode: **572915**

Prepare for and facilitate the virtual **PI Quarterly on 2nd Saturday Aug 13th** from 1-4ish pm. GSO has been invited. Tech support to be provided by District 39. Meeting ID 896 5804 3250 and Password 995504

Speak about anonymity at the two remaining hybrid workshops on **“Speaking at Non-A.A. Functions & Anonymity”** hosted by Districts 9, 44 & 45 on July 28 and August 21. Meeting ID 926 1709 7723 and Password 13677

Continue to answer questions and support groups, districts, intergroups and work with the Delegate as safety, anonymity and press challenges arise and assistance is needed.

Continue to visit district meetings to answer questions about Public Information and promote PI service work. I enjoy participating in district meetings and welcome getting out to more if you or one of your districts would like me to come out, please contact me at pi@area72aa.org.

Start creating a summary of the PI chair position duties and learnings for the next rotation's chair.

Thank you,
Karen